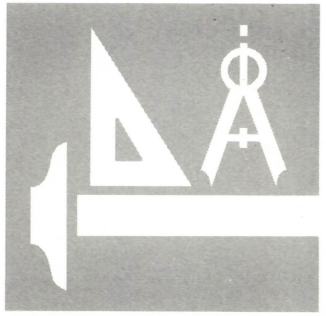


SBSS Express Seminars Engineering Seminar Script.

SBSS Express Seminars Engineering Seminar Script

The engineering market is unique because it includes professionals with a wide range of specialties. In fact, the 2.8 million engineers in the United States represent over 25 areas of specialization. But they all have one thing in common: a need for computer-aided design and computer-aided manufacturing (CAD/CAM) systems like those offered by Macintosh. Although 80% of this market is not automated, computer usage is projected to double in the early 1990's,[1] making this a market with great potential for you.

This SBSS Express Seminars Business Solution will help you to present effectively to all engineering professionals. Using these demonstrations in a seminar will allow you to highlight some of the most important business tasks these customers need to perform and get many key benefits across in a short period of time.

To enhance your demonstrations, you may want to use some relevant findings of recent research studies. The results highlighted below can add impressive proof to the benefits and advantages of owning an Apple Macintosh personal computer.

Productivity

Engineers must perform many tasks every day, so increased productivity is an important selling point for Macintosh. Tell them the cut and paste function will help them move drawings and designs from CAD files into presentations and documentation, improving both productivity and quality. Also let them know that all Macintosh applications work virtually the same way, so once they've learned one, they're on their way to learning them all. According to an independent study, a base of consistent applications is the most important factor for increasing users' productivity.[2]

Training/Installation

Engineering firms know it would be very expensive to have their engineers in a class for a week, because all their projects/products would be delayed for that period of time. So when they buy a computer, they want to get up and running quickly. Ease of training on Macintosh is important and a short learning curve is a real benefit. Most people don't consider the impact of training time on their purchase costs. However, a recent study shows that Macintosh users require less time to learn to use their computers than users of MS-DOS systems or users of Windows 3.0.[3]

Another key point you may want to incorporate throughout your seminar is that there are thousands of programs in virtually all areas of business available for the Macintosh. And it's important to let engineers know that many industry-specific programs are available including: conceptual design, analysis, design and drafting, computer numeric control and more. In 1989, Apple was the second most widely used platform worldwide for personal computer-based CAD systems.[4] Also, because Macintosh applications are consistent, they will be able to learn new programs more quickly.

Compatibility/Connectivity

Macintosh compatibility and connectivity are especially important to engineers. Compatibility allows them to share data with their peers and clients, even if others are using MS-DOS or Digital systems. They should know that Macintosh has the capability to read from and write to MS-DOS, Windows and UNIX. Macintosh built-in connectivity is equally important as it allows firms to share files internally. If your prospects are currently using a mini or mainframe system, let them know that Macintosh will be able to connect. You may want to demonstrate these benefits by running the compatibility and connectivity demo, which is included on your Express Seminars CD.

Price/Value Comparison

Since engineers look to computers to reduce costs and increase productivity, you may want to tell them that Macintosh systems can ultimately be less expensive than other personal computer systems because training costs, networking costs and overall support costs are much lower.[5] And when they are ready to upgrade their systems, Macintosh provides cost-effective growth paths.

You can also emphasize the affordability and value of Macintosh systems. Since they have more built-in features, they can do more for less money. A recent study concludes that, overall, Macintosh computers offer the best price-performance value, when compared with similarly configured IBM and Compaq personal computers.[6]

All of these points can help you build to a natural conclusion containing this kind of "bottom line" message: Macintosh is a powerful, versatile business tool that can make engineers more productive in virtually every aspect of their business. And this consistent, proven technology can be theirs at a truly affordable price.

Like the original SBSS Engineering Business Solution, each folder contains applications that perform the functions indicated by the folder name. These demonstrations have been designed with engineers' needs in mind and for presentation to a group.

As before, we have used a "Say This, Do This, Show This" format to provide easy instructions for demonstrations. We've also included a MediaTracks version of each demonstration so you can use a self-running presentation, if you choose.

Here are the contents of the Engineering Business Solution for Express Seminars:

Firm Management:

- Customer Records/FileMaker Pro
- Forms/FileMaker Pro
- Word Processing/Microsoft Word
- Office Communications/MediaTracks/QuickMail
- Monthly Calendar/CalendarMaker

Project Management:

- Project Schedule/MacProject II
- Project Budget/Microsoft Excel

Accounting:

- Dell & Reed Associates/Accountant, Inc.

Calculations & Publishing:

- Vibration Analysis/Microsoft Excel
- Research Paper/PageMaker

Design Process:

- Conceptual Design/Ashlar-Vellum
- Shear Analysis/MathCAD
- Product Specifications/PageMaker

[1] ***Dataquest TCSIS Report,*** 1989

[2] ***Gartner Group,*** June, 1989

[3] ***Diagnostic Research, Inc.,*** March, 1991

[4] ***Dataquest TCSIS,*** 1990

[5] ***Gartner Group,*** June, 1989

[6] ***Ingram Laboratories*,*** February, 1991

To assign a price-performance value to the systems tested, a ratio was calculated using the manufacturer's suggested retail price (SRP) and Ingram's results. The ratio is calculated by dividing a given system's performance index by the system's SRP. The greater the price-performance value, the greater the system's value to the customer (that is, a system with a .5 ratio offers greater value than a .3 system).

Based on manufacturer's suggested retail prices as of February, 1991. Current SRPs may have changed.

Unless otherwise noted, figures cited are from the Apple Market Model Guide.

Industry Overview

The Market

- There are 2.8 million engineers in the United States today.
- The number of engineers is expected to grow by 30% per year.
- This market is established, mature and healthy, with available cash to computerize.
- Although there are over 25 areas of engineering specialization, over 90% of all engineers fit into the following categories:

- Mechanical	23%
- Electrical/Electronic	14%
- Electrical/Electronic technicians	13%
- Civil	12%
- Drafters	11%
- Industrial	6%
- Chemical	5%
- Aeronautical/Astronautical	4%
- Materials	2%
- Petroleum	1%

- Mechanical, electrical, electronic engineers and technicians comprise 50% of the total.
- Almost half of all engineering jobs are located in the manufacturing industries.

The Opportunity

- Small- to medium-sized firms will account for 70% of computer purchases over the next five years.
- Computer usage is expected to double in the early 1990's.
- Estimates indicate that fewer than 20% of engineering professionals use computers, meaning 80% of the market remains untapped.
- Technical buyers spend over twice as much on a system as other buyers and turn over equipment twice as often.
- The Macintosh is very popular with technical professionals. Studies indicate that approximately 25% of all Macintosh II computers are used by technical professionals.
- In 1989, Apple was the second most widely used platform worldwide for personal computer-based CAD systems.
- Since 70% of an engineer's typical day is spent doing business-related tasks, general productivity programs are important.
- The ability to bypass the physical prototyping stages of design will result in significant savings of time and money.
- Since sharing ideas with colleagues and clients on a wide variety of platforms (like minis, mainframes and dedicated workstations such as Sun and Hewlett-Packard) is essential for engineers, the built-in networking that Macintosh provides is a key benefit.

The Target

- Engineers are well-educated. 79% have a bachelor's degree, 18% have a Masters and 3% have a Doctorate.
- Median salary is $50,000.
- Engineers embrace new technology more readily than most other markets.
- Peer influence and customer testimonials are important in this market.

Market Challenges/Solutions

Challenges:

- Engineers need to communicate complex ideas with words, illustrations and numbers.
- Changes always need to be documented.
- Resistance to computerization by those using manual methods.

Specific Firm Concerns:

- Maintaining control on design products.
- Losing time and money when learning a new computer system.
- Competition.

Key Solutions:

- Highlight compatibility with other systems.
- Demo/loaner systems can help break down computerization resistance; so can emphasizing ease-of-use.
- Emphasize that the diverse capabilities of the Macintosh make it useful in every aspect of their business, not just for CAD needs.

For more detailed information, please refer to your Apple Market Model Guide.

Source: The Apple Market Model Guide. © Apple Computer, Inc., © Qualitative Marketing, 1990.

Using the Automated Business Solution Demonstrations

Each of the five folders appearing in the Engineering demonstration has been recorded separately in color MediaTracks. You may select the order in which you would like to demonstrate them. At the bottom of the screen you will find 3 buttons that will allow you to navigate through each demonstration.

Play Button (▶) – Allows you to continually move forward.

Pause Button (⏸) – Allows you to momentarily stop the demonstration.

Stop Button (■) – Allows you to quit the demonstration.

In addition to those icons, MediaTracks will allow you to control the playback of tapes by using the Macintosh keyboard. Below is a list of the commands and the keys that activates the demonstration.

Launching the Automated Business Solutions

- Open Express Seminars Solutions folder.
- Open Automated Demonstrations folder.
- Open Engineering folder.
- Open Engineering tape icon to begin.

General Tips

Display or Hide the Control Panel

Pressing the "H" key on the keyboard will display the control panel for MediaTracks. Clicking on any one of the icons activates them. Pressing the "H" key again will shrink the control panel into an icon. You can hide the icon by holding down the Option key and clicking the icon.

Speed Control

Pressing the "Up Arrow" (↑) on the keyboard will speed up the playback of the tape.

Pressing the "Down Arrow" (↓) on the keyboard will slow down the playback of the tape.

Pause

By pressing the "P" key, you pause the playback of the tape. Pressing the key once more will cause the tape to play again.

Stop

To stop a tape press the "S" key. Most of the time this will also cause MediaTracks to quit, taking you back to the Finder.

Rewind (Start over)

To replay a tape from the beginning press the "[" key.

Repeat

Pressing the "A" key will cause MediaTracks to replay the current tape over continuously. To turn off this feature press the "A" key once more. Pressing the "S" key will still stop the tape playback.

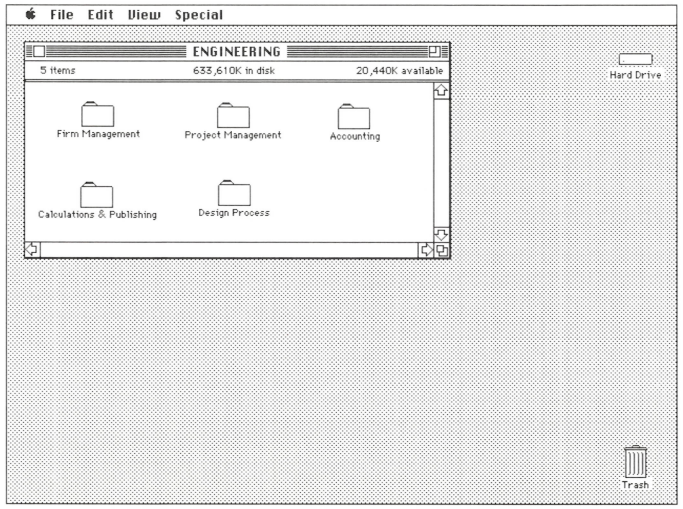
Skip Forward

To skip immediately to the beginning of the next feature, press the "forward arrow" (→) key.

Skip Back

Pressing the "backward arrow" (←) key takes you back to the beginning of the current tape.

Engineering

Say This	Do This	MediaTracks Do This	Show This
In today's business climate, you have to be versatile to stay competitive. And Apple Macintosh personal computers can help you run your entire business more efficiently because it's as versatile as you are. Offering thousands of powerful business software applications to choose from, Macintosh personal computers work for you to provide better service to your customers — and improve your bottom line.	Open **Hard Drive** by double clicking the icon or by selecting it (clicking once) and choosing **Open** under File menu. Open **Engineering** folder. ▸	Open **Engineering** tape icon.	
Firm management, project management, accounting, calculations and publishing are all part of the functions you manage daily. Of course, the design process itself is one of the most important aspects of engineering firms. We'll go through examples of how Macintosh can help with each area. Notice that Macintosh is organized like your office is — no directories or complicated commands. Just folders showing the work that needs to be done.	Use the mouse to move the pointer over each folder as you name it.		
As you'll see throughout this demonstration, all Macintosh software programs share consistent menus and use commands in plain English, like, cut, copy and paste. There's even an undo command if you change your mind about something you've just done.	Use the mouse to highlight the pull-down menus, pointing out some common commands in the Edit menu.		

Firm Management

Say This

Having an efficient method of managing records of your customers, subcontractors and suppliers can help you improve customer service and position yourself for new business opportunities. Macintosh helps you do this with flexible database programs that give you quick access to your records.

- You can easily access and update important information on your customers like addresses, phone numbers, time between calls or a recap of your last meeting.
- You can also use Macintosh to store information about your subcontractors and suppliers.
- You can run and analyze reports from your database, too, like contact history reports, supplier reports and follow-up reports.

Macintosh helps you automate the forms you use everyday. From engineering change orders to change requests to project logs.

- You can create templates for any kind of form, or design new ones, like this change request.
- Follow the same process to create check requests, job logs and more.
- This capability improves consistency and accuracy of information throughout your firm and saves time.
- With completed forms on file, you can sort by client or project.

Do This

Open **Firm Management** folder.
Open **Customer Records** document. ▸
Highlight **Customer Address** text box, then type in a new address.
Click below **Follow-Up Action** box to see selection options.
Choose **Meeting** from Follow-Up action pop-up list.
Click bottom of **Book** icon (▭ – upper left corner of the screen) and browse through several records.
Click **Menu** icon to see report options.
Click **Subcontractor Report** icon.
Click **50** button in lower left corner to view at actual size.
Click **Continue** button.
Click **Data Entry (pencil and pad)** icon.
Choose **Quit** from File menu.

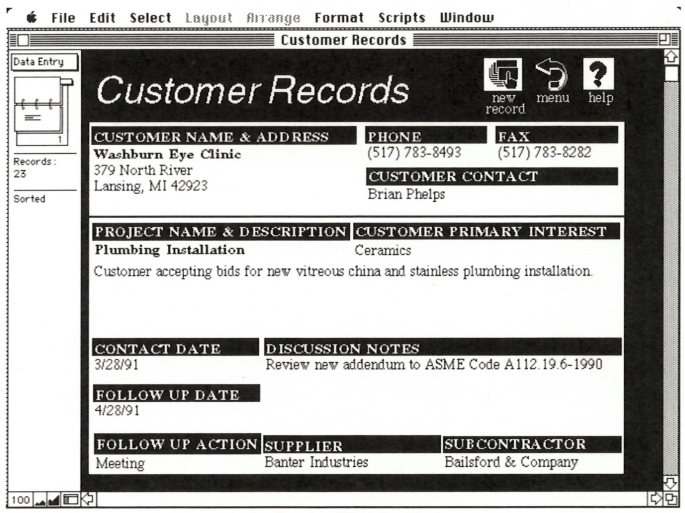
Open **Forms** document.
Click **Change Request**. A change request form appears. ▸
Click **Menu** icon.
Click additional **forms** icons to view, then click **Menu** icon.
Choose **Quit** from File menu.

MediaTracks Do This

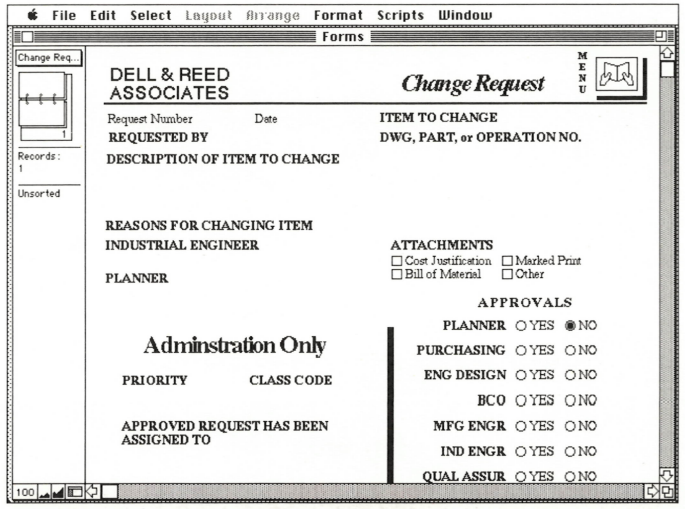
Click on **Firm Management** folder to launch demonstration.

Click on **play** button (▶) to continue throughout.

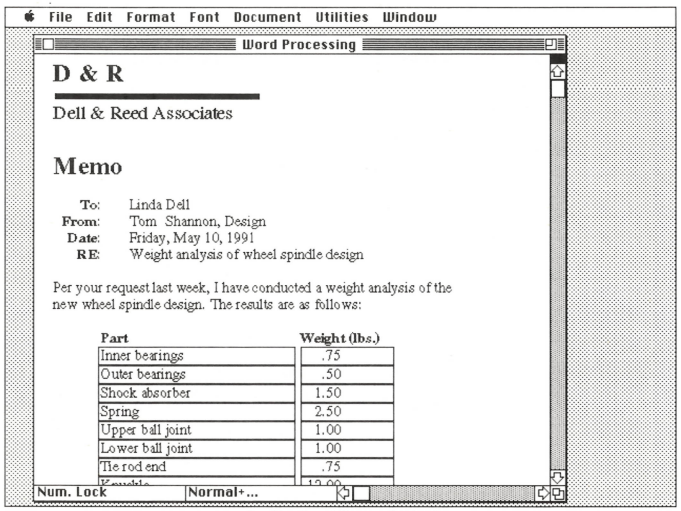
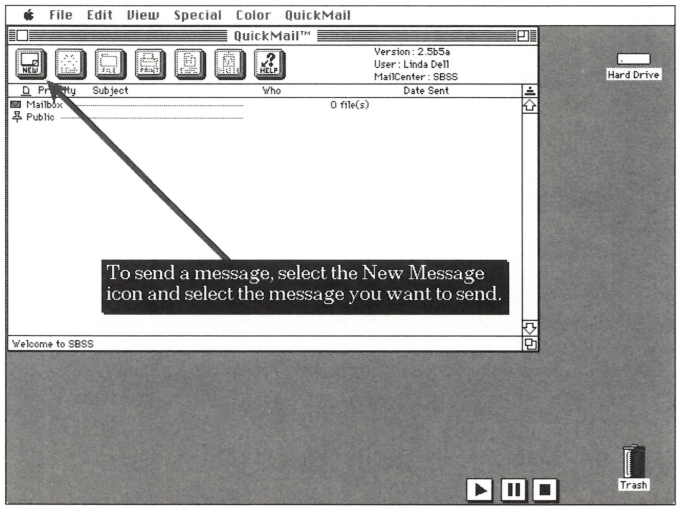
Show This



Application: FileMaker Pro



Application: FileMaker Pro

Say This	Do This	MediaTracks Do This	Show This
You can also use Macintosh to facilitate your internal communications. Let's say you need to update a colleague on the analysis of a proposed design.	Open **Word Processing** document. ▸	•	
• You can import a table, chart or graph showing prices or data and do calculations right in the word processing document.	Demonstrate cutting & pasting, changing fonts and styles.	•	
• You can easily customize a standard memo and give it the professional look you want by choosing typestyles, using boldface for emphasis or check spelling.	Check spelling by selecting **Spelling** from Utilities menu.	•	
• You can also cut and paste copy – from paragraphs to complete pages – to different sections of the document.	Click **Start Check** button.	•	
• With automatic date stamping on Macintosh you'll always have an accurate record of important decisions and document revisions.	Click **OK** when End of Document dialog box appears.	•	
	Change any number in the **Weight** column.	•	
	Delete column total.	•	
	Highlight complete column, except total.	•	
	Choose **Calculate** from Utilities menu. New total appears, boxed in lower left corner.	•	
	Click in **Total cell** of **Weight** column.	•	
	Choose **Paste** from Edit menu. New total appears.	•	
	Choose **Quit** from File menu.	•	
	Choose **No** when Save Changes dialog box appears.	•	
With Macintosh, you can also communicate electronically with everyone in your firm, efficiently and reliably.	Open **Office Communications** document.	•	
• After typing in your message, just select the send icon and indicate who you are sending the message to.	Click on **play** button (▶) to continue throughout. ▸	•	
You can also share files with others, facilitating collaborative efforts on team projects.	Demo automatically returns to desktop.	•	
With electronic mail, you can also share files with customers. For instance, you can send a conceptual design to your customer electronically, even if they work on other systems.		•	

Application: Microsoft Word

Application: MediaTracks/QuickMail

Say This

Scheduling is easier with Macintosh, too. You can use it to track your daily appointments and deadlines.

- View the entire month at a glance, or focus on a particular day's activity. In addition you can access your colleagues' calendars, for easier scheduling of team or customer meetings.
- Think of how much your customers would appreciate having a project schedule given to them in an easy-to-read calendar format.

And with the networking capabilities built in to every Macintosh, you can maintain a master project calendar that can be easily updated by everyone involved.

Now, let's look at how Macintosh can help you plan ahead for both short- and long-term projects.

Do This

Open **Monthly Calendar** document.
Click any date in **Monthly Calendar** window. The agenda box for that day appears.
Type "Project Team Meeting, 2:30 p.m." ▸
Click **OK** button to complete entry and close box.
Click and drag **Meeting** icon (MEET – located in Startup Icons window) over selected date in Monthly Calendar.

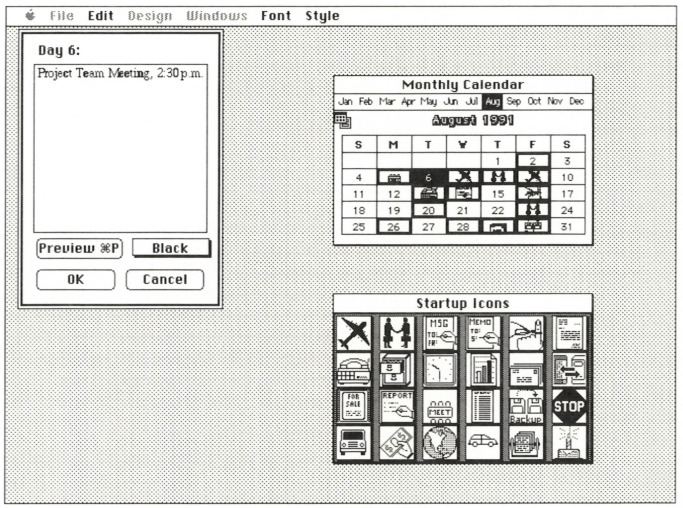
Choose **Preview** from File menu. The full monthly calendar appears. ▸
Click any area of the calendar to enlarge it. Click again to reduce the size.
Close **Preview** window.
Choose **Quit** from File menu.
Choose **No** when Save Changes dialog box appears.

Close **Firm Management** folder.

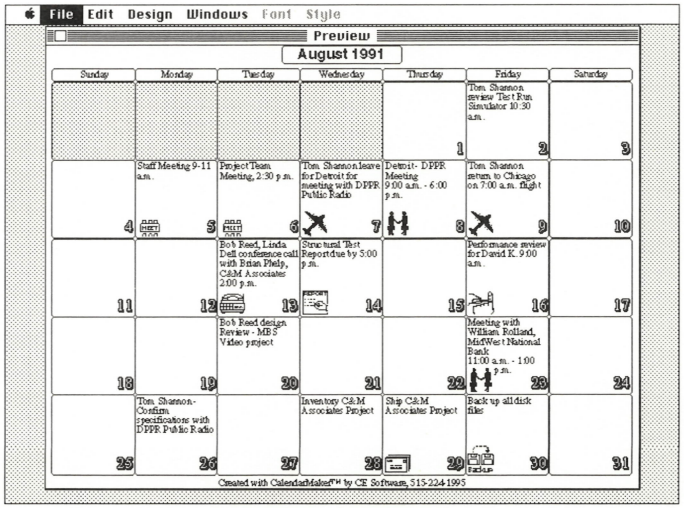
MediaTracks Do This

End of demonstration.

Show This



Application: CalendarMaker


File Edit Design Windows Font Style
Preview
August 1991
Sunday Monday Tuesday Wednesday Thursday Friday Saturday
Created with CalendarMaker™ by CE Software, 515-224-1995

Application: CalendarMaker

Project Management

Say This

Staying in close touch with all your projects from first rough sketch through completion will help you manage them better. And Macintosh is the ideal tool for managing your projects.

A number of people are involved in developing a machine – project managers, engineers, drafters – with everyone working under different but related deadlines.

- Let's say you just found out that the electrical manufacturing will be two weeks late. We'll increase the number of weeks allocated from 16 to 18. Notice how every other date has been recalculated.
- If your end date can't change, you can "freeze" it, but allow other dates to be recalculated and critical times to be highlighted.

You've seen how the Macintosh is a powerful tool for any kind of project management.

You can also use Macintosh to manage the budget for any of your projects.

- You'll be able to easily track job costs to watch material versus labor costs.
- In fact, you can use the computer as a planning tool by changing any of the budget variables and watch how they impact the financial situation.

Whether you're revising a schedule or estimating and budgeting, Macintosh will help you manage projects better.

Do This

Open **Project Management** folder.
Open **Project Schedule** document. ▸
Click inside **Electrical Manufacturing** box.
Choose **Show Task Info** from Task menu.
Change Task Duration from 16 to 18 weeks.
Close **Electrical Manufacturing** window.
Click **OK** when Task Duration box appears.
Note change in critical path.
Show the change in **dates** (lower right corner of the **Electrical Manufacturing** box).
Choose **Project Table** from Chart menu.
Review **task boxes**, noting how they list earliest start, latest finish, resource required and elapsed time.
Choose **Quit** from File menu.
Choose **No** when Save Changes dialog box appears.

Open **Project Budget** document.
Click **cell D10** and type **450**.
Press **Return** key to enter new figure (450).
In **cell C11** type in **100**, then press **Return** key to enter new figure (100).
The Total Hours, Labor Costs and Total Costs will automatically recalculate. ▸
Choose **Quit** from File menu.
Choose **No** when Save Changes dialog box appears.

Close **Project Management** folder.

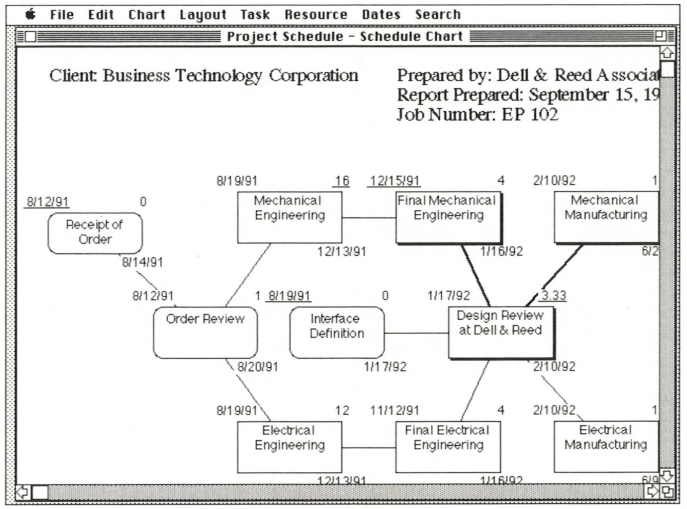
MediaTracks Do This

Click on **Project Management** folder to launch demonstration.

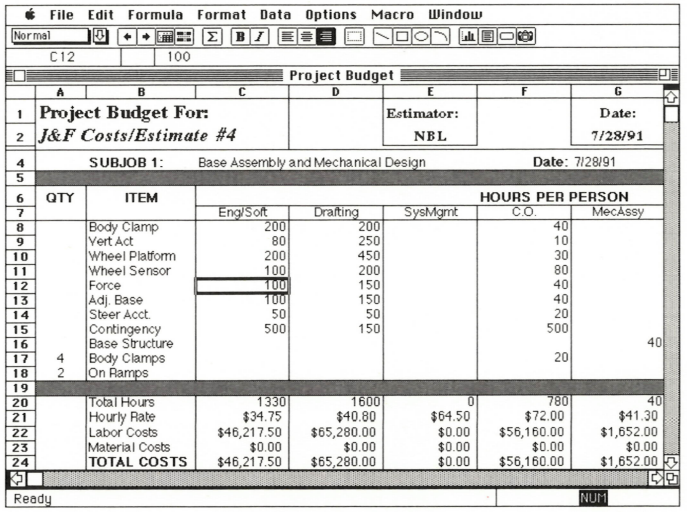
Click on **play** button (▶) to continue throughout.

End of demonstration.

Show This

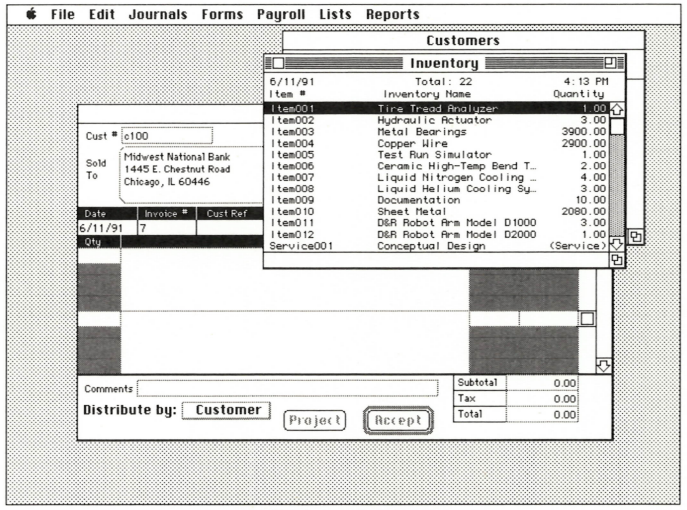
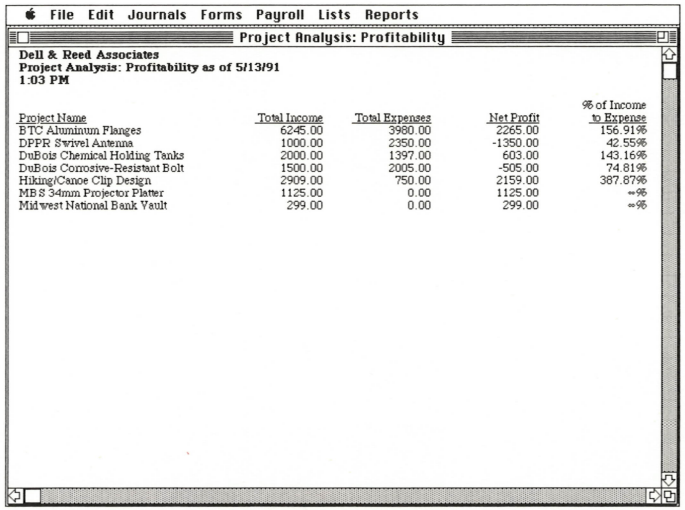


Application: MacProject II



Application: Microsoft Excel

Accounting

Say This	Do This	MediaTracks Do This	Show This
You can use the Macintosh for all your accounting tasks — invoicing, tracking accounts receivable and payable, general ledger, payroll and more. With the Macintosh handling all of your accounting needs in-house, it's more than likely that your bookkeeping activities will be more accurate and more quickly done, since data is only entered once.	Open **Accounting** folder. Open **Dell & Reed Associates** document. Click mouse once to continue. Show pull-down menus for **Journals**, **Forms**, **Payroll** and **Reports**. Choose **Invoice** from Forms menu. Press **Tab** key. The Customers window appears. Double click any **customer name** to enter it on the invoice. Click first line of **Description** column and press **Tab** key. The Inventory window appears. ▸ Scroll to and double click on **Installation** to enter on the invoice. Enter **2** into the first line of **Qty** column. Press **Tab** key.	Click on **Accounting** folder to launch demonstration. • • Click on **play** button (▶) to continue throughout. • • • • • • • • • • • • •	 *Application: Accountant, Inc.*
But Macintosh lets you do much more than standard accounting tasks. You can also analyze your business in ways that can increase your profitability. • You can determine the profit or loss on individual projects while in progress. • Project analysis lets you access other types of reports which will help you better manage your business. Since all data is available in the computer, you can quickly review your project's status.	Under **Reports** menu, use **Analysis** submenu to choose **Project**. The Project Analysis window appears. Scroll report list and click **Project Balances** to select. Click **Analyze** button to create a report. View report then close window. Scroll to bottom of list in **Project Analysis** window. Click **Profitability** to select. Click **Analyze** button to create a report. ▸ Choose **Quit** from File menu.		 *Application: Accountant, Inc.*
Automating your accounting and financial analysis work on Macintosh can help your firm become more efficient. And it can give you the tools you need to make the best possible business decisions today and tomorrow.	Close **Accounting** folder.	End of demonstration.	

Calculations and Publishing

Say This

As in accounting, you can increase the accuracy of your calculations and analytical work by using Macintosh. Again, you only enter your data once, so there's less chance of error. Then, you can perform any calculations automatically and see the results at once in a graph.

Let's say you want to take a look at the transmissibility of engine vibrations over a range of frequencies. You can set up your equations and plug in variables for quick and easy analysis.

- Macintosh lets you save your equations for use later and graph the results for a visual analysis immediately.
- You can enter in the transmissibility function and let Macintosh do the calculating.

When you've completed your research and analysis, you may want to publish your results. It's easy to develop high quality research papers incorporating text, tables and graphics.

- You can cut and paste tables and graphs from other areas of the report or from a completely different document.
- Some journals even accept publication submissions on disk, helping you be even more efficient with your time.

The Macintosh lets you devote more time to analyzing the results and trying new approaches. And the ability to present your data in a professional, effective format will help your firm's image, too.

Do This

Open **Calculations & Publishing** folder.
Open **Vibration Analysis** document.
Choose **Open** from File menu.
Select **Vibration Graph** from document list.
Click **Open** button.
Click **Vibration Analysis** window to make it active.
Change **cell B3** to **300**. Press **Return** key. Note the changes in the graph. ▸
Choose **Quit** from File menu.
Choose **No** when Save Changes dialog box appears. (This occurs twice.)

Open **Research Paper** document. ▸
Choose **Actual size** from Page menu.
Scroll to view entire page document.
Comment on the integration of graphics and text.
Choose **Quit** from File menu.
Choose **No** when Save Changes dialog box appears.

Close **Calculations & Publishing** folder.

MediaTracks Do This

Click on **Calculations and Publishing** folder to launch demonstration.

•

•

Click on **play** button (▶) to continue throughout.

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•

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•

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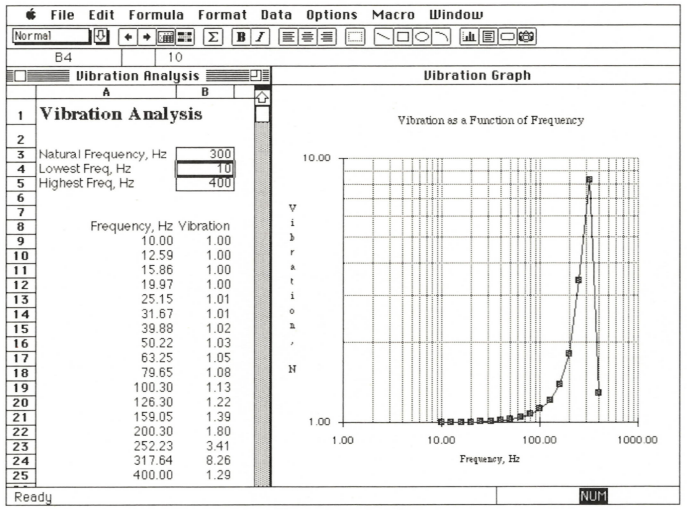
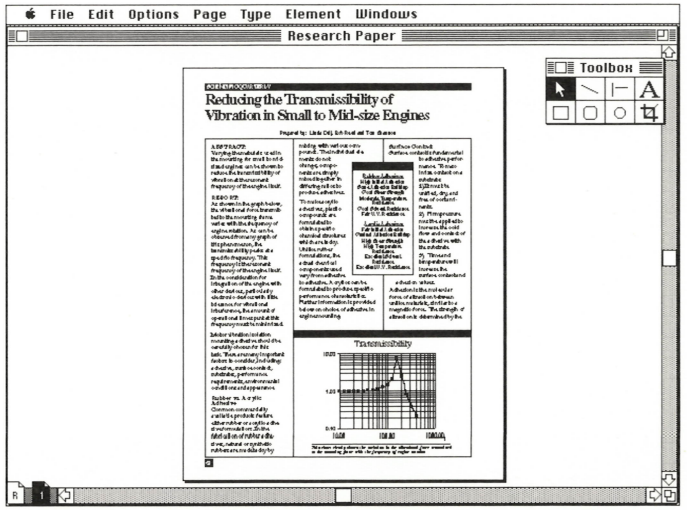
End of demonstration.

Show This



Application: Microsoft Excel


File Edit Options Page Type Element Windows
Research Paper
Toolbox
Reducing the Transmissibility of Vibration in Small to Mid-size Engines
Transmissibility

Application: PageMaker

Design Process

Say This

One of the most important ways your firms will use computers is in CAD. Macintosh can help you take your ideas quickly and accurately from concept to detail to documentation to design reality, examining all options along the way. And all on the same computer.

Here's an example showing how some Macintosh features can help you throughout the design process.

- With the Macintosh you can automatically indicate intersections and alignments so you don't have to spend time verifying connections.
- You can either define object specifications with the mouse or enter exact information from the keyboard.

You can really bring the power of this computer's intuitive interface to bear when working with CAD. Macintosh will eliminate the repetitive work by allowing you to duplicate and build on things you've already created.

- Since you can see results immediately you can test several ideas before deciding on a direction for the design.
- You can begin a design even if you don't have all the dimensions. Once final dimensions are set, it's easy to resize the drawing as needed.
- These capabilities will help you make your design the best it can be, and save you from the time consuming tasks of designing and revising by hand.

Do This

Open **Design Process** folder.
Open **Conceptual Design** document.
This file will demonstrate the editing of a mechanical drawing.
Choose **pointer tool** (– first tool in toolbox).
Click anywhere on diagonal red, dotted line **A** (line turns green when selected).
Choose **Copy** from Edit menu.
Choose **Paste** from Edit menu.
Copy of diagonal line appears.
Choose **Edit Objects** from Edit menu.
Scroll to view angle box.
Select **angle box** and enter **+30**.
Click **Apply** button to change angle of line.
Click and drag right end point of green line to lower left corner of small square. ▸
This completes your drawing.
Close **Edit Objects** box.

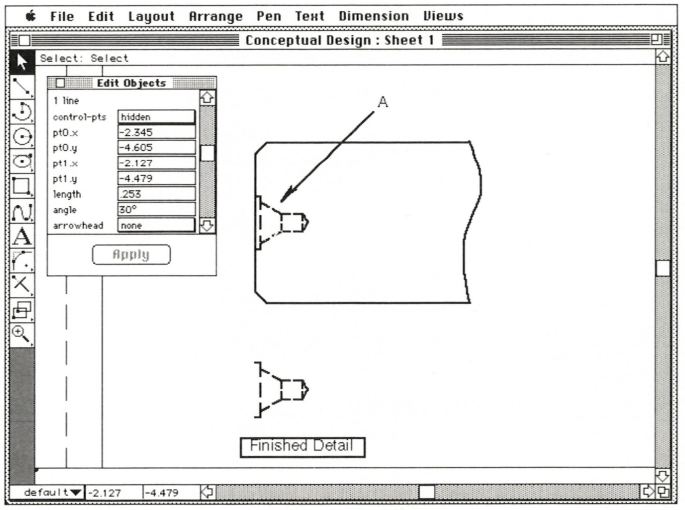
This demonstration changes the dimensions of the side view of a sliding track.
Scroll to the right to view dimensioned part.
Click on letter **B**, hold down mouse and drag to letter **C**. Release mouse. Note how part and arrows turn green.
Choose **Resolve** from Edit menu.
Enter **1** for Height and press **Tab** key.
Enter **3** for Width.
Click **OK** button in Resolve box to rescale drawing. ▸
Choose **Zoom All** from Arrange menu to view entire drawing.
Choose **Quit** from File menu.
Choose **No** when Save Changes Dialog box appears.

MediaTracks Do This

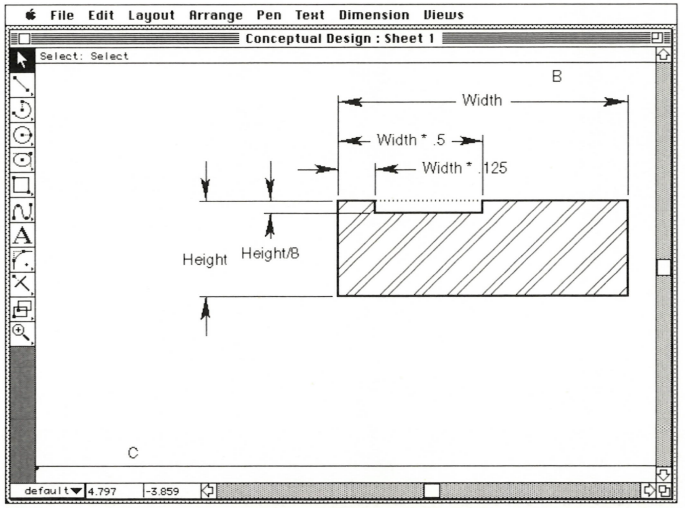
Click on **Design Process** folder to launch demonstration.

Click on **play** button (▶) to continue throughout.

Show This

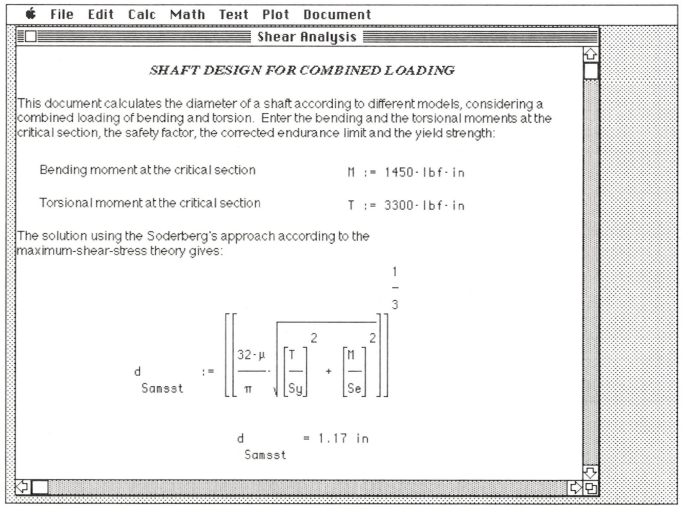
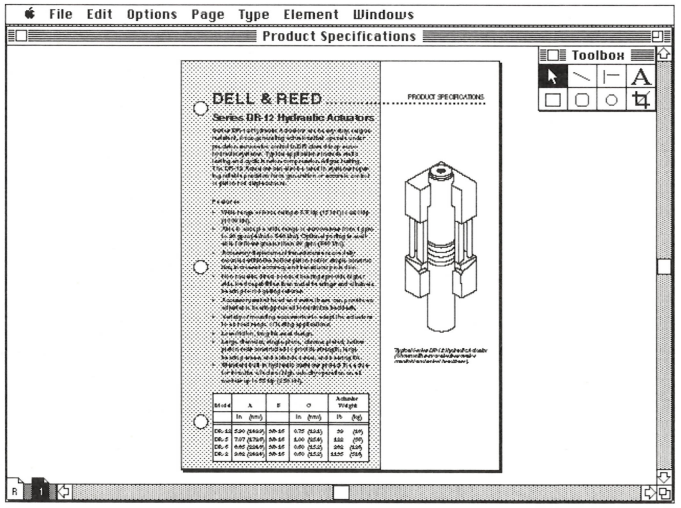


Application: Asblar-Vellum



Application: Asblar-Vellum

Design Process

Say This	Do This	MediaTracks Do This	Show This
Doing equations and recording them is essential to your work. With Macintosh, you can handle equations with speed and high precision. For increased clarity, you can incorporate text and graphics with them as well. For example, let's suppose you are redesigning a fan drive shaft for an exhaust ventilator. • You can easily analyze your designs to assess necessary modifications, like the change in diameter shown here. • When you're finished, you can save your equations to disk and print a copy for accurate record keeping. • If you'd like, you can set up a standard calculation template with instructions to facilitate future work and ensure consistency.	Open **Shear Analysis** document. This file will demonstrate the ease of performing high level calculations. Note diameter value (1.26) at bottom of screen. Value will be recalculated in this demonstration. Double click the number **1920**. Choose **Change** from Document menu. Type **1920** in **Find** and press **Tab** key. Type **1450** in **Change To**. Click **Find Next** button. Click **Change** button. Click **Cancel** button. Note change in diameter (1.17). ▶ Choose **Quit** from the File menu. Choose **Discard** when dialog box appears.	•	 *Application: MathCAD*
You can also use Macintosh to develop customized, professional product spec sheets or product catalogs. It's a great way to update your customers on new products. • You can insert photos, illustrations or CAD drawings and tables you've already created into your documents and wrap text around them. • What's more, you can create a template so that the layout is set for future documents.	Open **Product Specifications** document. ▶ Click text in first paragraph. Choose **Edit story** from Edit menu. Editing window appears. Highlight a portion of the text. Under **Type** menu, use **Type style** submenu to choose **Bold** and **Italic**. Close editing window. Choose **Actual size** from Page menu. Scroll to view text changes. Choose **Quit** from File menu. Choose **No** when Save Changes dialog box appears.	•	 *Application: PageMaker*
With Macintosh, the entire design process is made more efficient. You'll be freed from repetitive tasks so you can spend more time on more rewarding aspects of the process. When your design is complete, Macintosh helps you present it to prospective customers in a professional format.	Close **Design Process** folder.	End of demonstration.	

Summary

Say This

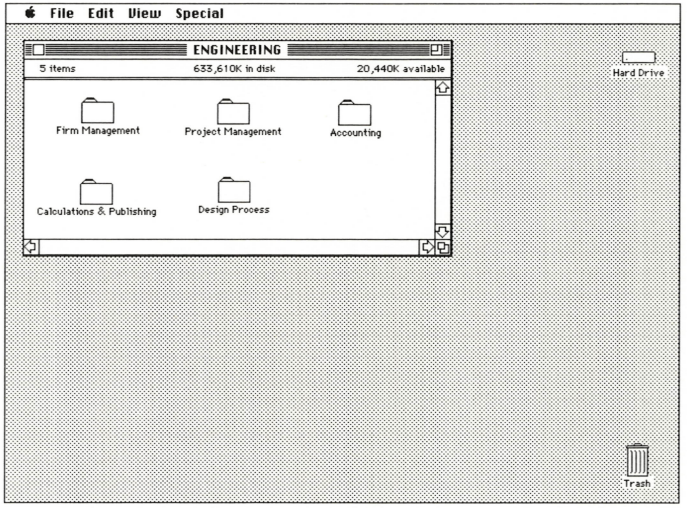
Today I've shown you how to manage your entire firm with one computer, the Macintosh. So whether you're scheduling projects, analyzing sales, publishing research or designing a new product, this tool will help make sure it's easy, affordable and only a click of the mouse away.

Macintosh works the way you do. It adapts to your working environment, gives you more control over your business and provides solutions to virtually all of your business needs. It will help you become more productive, streamline the design process and improve your customer responsiveness. And it offers a proven growth path for the future. That's the power of Macintosh. That's why it should be your computer.

Do This

MediaTracks Do This

Show This



SBSS Express Seminars
Business Solutions Directory: Engineering

Located on your SBSS Express Seminar CD is a HyperCard stack of Macintosh business solutions including Apple and third party software and hardware products called the Apple Business Solutions Directory. It includes detailed product descriptions, pricing, system requirements and developer contact information. Use this tool as an information resource to provide your customers with details about Macintosh applications that are available to meet their specific needs.

Here's a sample of the Engineering solutions found in the directory, more detailed information about these products are located on the CD:

MacBRAVO!

Schlumberger CAD/CAM
4251 Plymouth Road
Ann Arbor, MI 48106
(313) 995-6000

MacBRAVO! DESIGN is an integrated software package including MacBRAVO! MODELER, MacBRAVO! DETAILER, and MacBRAVO! IGES. MacBRAVO! MODELER is a three-dimensional wireframe and surface modeling package, task-optimzed for mechanical design. MacBRAVO! DETAILER is a two-dimensional design and drafting package that can be used stand-alone or in conjunction with MODELER for detailing three-dimensional models. MacBRAVO! IGES allows users to translate information from MacBRAVO! DETAILER and MacBRAVO! MODELER into the Initial Graphics Exchange Specification (IGES).

MacProject II

Claris Corporation
5201 Patrick Henry Drive
Santa Clara, CA 95052
(408) 987-7000

MacProject II provides users with the tools to plan, manage, and communicate even the most complex projects. Its unique resource leveler spots and corrects schedule conflicts. Subproject linking breaks down complex projects, consolidating subproject information in the master plan. The nine professional-looking charts and tables (including PERT and Gantt) are great for presenting project information. The built-in Exchange links with the Claris Resolve spreadsheet program to create graphs such as cash flow, cost, and earned value, or customized reports.

MathCAD

MathSoft, Inc.
One Kendal Square #200
Cambridge, MA 02139
(617) 577-1017

MathCAD is an advanced Macintosh mathematics package that allows technical professionals to calculate interactively on a Macintosh as they would on a scratchpad. MathCAD integrates mathematical equations, text, and graphics in a single document. As equations are entered, MathCAD quickly calculates results and displays them. Special MathCAD Macintosh palettes make it simple for users to enter operators and Greek letters into equations. If variable values and expressions are changed, affected calculations are automatically updated and new results presented. Built-in features include simultaneous equation solving; matrix operations; two-dimensional linear, log and semi-log graphs; and three-dimensional mesh and surface plots. Users can modify or extend built-in features to meet their own needs.

Sculpt 3D

Byte by Byte Corp.
9442 Capital of Texas Highway N.
Arboretum Plaza II, Suite 150
Austin, TX 78759
(512) 343-4357

Sculpt 3D is an integrated three-dimensional modeling, materials editing, texture mapping, and photorealistic rendering software package. Sculpt 3D enables the professional designer to create precise, dimensionally accurate three-dimensional models of any conceivable shape or form. These models can be exported via DXF or IGES to a CAD package for output as a dimensioned drawing or output to a three-dimensional prototyping device. Sculpt 3D also enables professional designers, technical illustrators, or architects to texture and render their Sculpt 3D models or imported DXF/IGES models to create photorealistic images of these models.

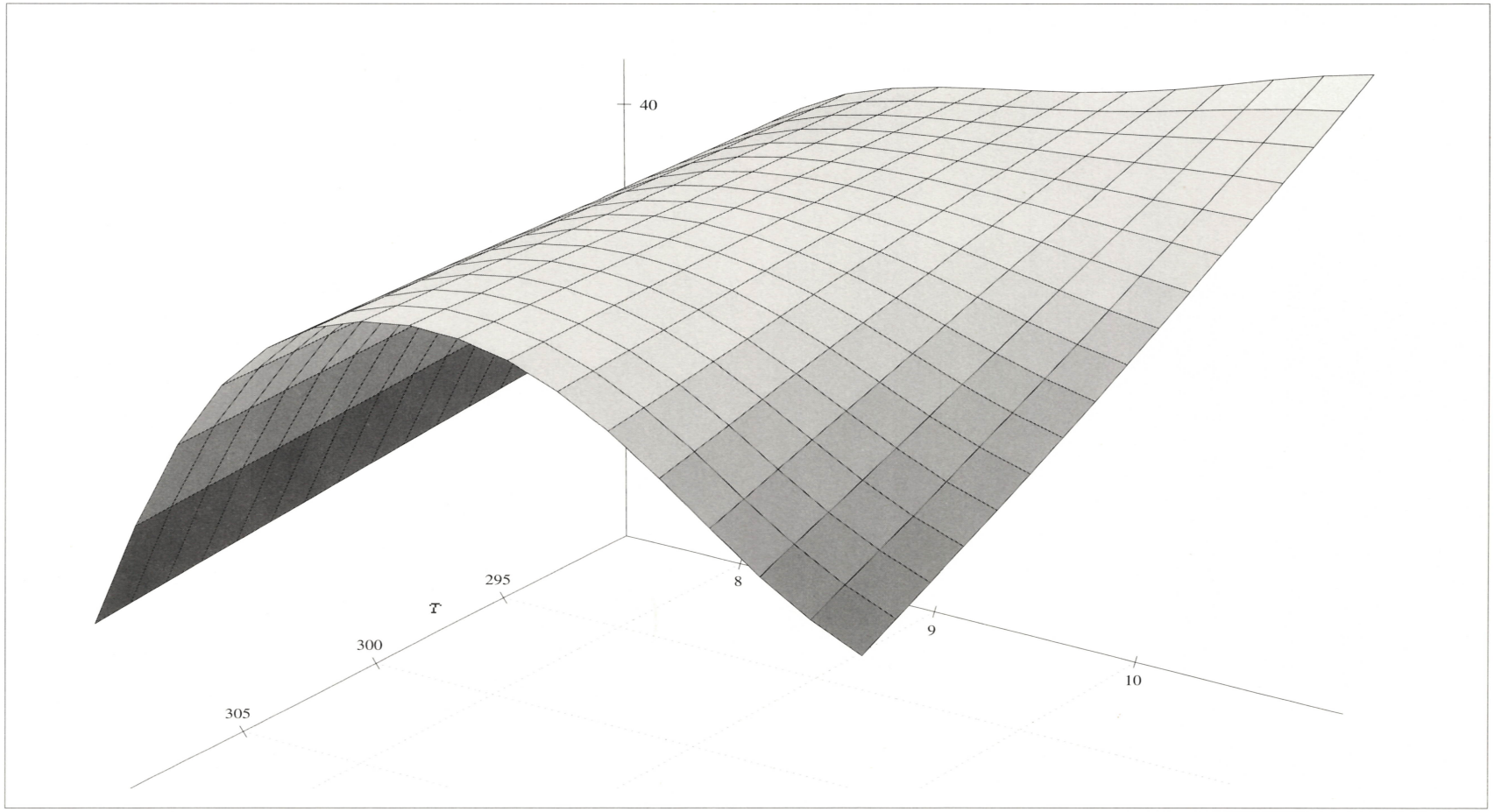
Swivel 3D Professional

Paracomp, Inc.
1725 Montgomery Street, Second Floor
San Francisco, CA 94111
(415) 956-4091

Swivel 3D Professional is a high-end version of Swivel 3D. It supports 24-bit color, full-screen display, and output to Pixar's MacRenderMan and DXF for AutoCAD. Swivel 3D Professional has 8 independent light sources with the ability to control intensity and direction for shadow casting. It also features a smooth shading option for realistic surface rendering and an environmental mapping feature that allows PICT image mapping on an object.

Mention of non-Apple products is for informational purposes only and constitutes neither an endorsement nor a recommendation. Apple assumes no responsibility with regard to the selection, performance, or use of the products. All understandings, agreements, or warranties take place directly between the vendors and the prospective users.

Made on Macintosh®



Diametrics Medical Incorporated

Diametrics Medical Incorporated is a small engineering firm that specializes in the design of medical diagnostic equipment. The firm is located in Minneapolis and employs 20 people. Every employee has a Macintosh computer at his or her desk connected to the central fileserver via an Ethernet network.

Diametrics Medical Incorporated uses software called Theorist for mathematical modeling and analysis of materials and processes measured by their sensors. The above document was created using Theorist software.

For more examples of materials created by small businesses using Macintosh computers, review the contents of the Made on Macintosh folder found on the SBSS Express Seminars CD.

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Solutions for your growing business